

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A method comprising:
 - maintaining user profile information about a plurality of mobile terminal users;
 - creating an advertising message to be sent to mobile terminals of selected mobile terminal users of the plurality of mobile terminal users located within a vicinity of a specific location of interest, the advertising message including advertising content relating to at least one defined criterion and including a dynamically generated promotional offer regarding the advertising content, wherein the dynamically generated promotion offer is based on a number of the selected mobile terminal users currently within the vicinity of the specific location of interest;
 - selecting at least two of the plurality of mobile terminal users, wherein the at least two selected mobile terminal users matching the at least one defined criterion with the maintained user profile information of the plurality of mobile terminal users and wherein the mobile terminals of the at least two selected mobile terminal users are located within a vicinity of a specific location of interest;
 - defining a monetary value for the dynamically generated promotional offer of the advertising message based on the number of the mobile terminal users selected; and
 - distributing the dynamically generated promotional offer of the advertising message to the mobile terminals of the selected mobile terminal users.
2. (Previously Presented) The method of claim 1, wherein the at least one criterion comprises at least one criterion selected from the group consisting of: the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the advertising message is to be sent, a business density of the service user sponsoring the advertising message, and campaign limitations of an advertisement campaign, and combinations thereof.
3. (Previously Presented) The method of claim 1, further comprising obtaining user information about the mobile terminal users, and wherein the step of selecting the at least two of a plurality of mobile terminals that is to be sent an advertising message comprises specifying a type

of user to whom the advertising message should be provided in accordance with the obtained user information.

4. (Original) The method of claim 1, wherein the advertising message comprises an electronic coupon.
5. (Cancelled)
6. (Cancelled)
7. (Cancelled)
8. (Cancelled)
9. (Cancelled)
10. (Cancelled)
11. (Cancelled)
12. (Cancelled)
13. (Cancelled)
14. (Cancelled)
15. (Cancelled)
16. (Cancelled)
17. (Previously Presented) A method comprising:
 - maintaining user profile information about a plurality of mobile terminal users;
 - selecting a mobile terminal of at least two of the plurality of mobile terminal users,
 - wherein the at least two selected mobile terminal users at least one defined criterion

with the maintained user profile information of the plurality of mobile terminal users and when the mobile terminals of the at least two selected mobile terminal users are located within a vicinity of a specific location of interest;

defining a monetary value of a dynamically generated promotional offer of an advertising message based on the number of the at least two of the mobile terminal users selected;

distributing the dynamically generated promotional offer of the advertising message to the selected mobile terminals; and

debiting a service user of the price of the advertising message distributed to the selected mobile terminals.

18. (Previously Presented) The method of claim 17, wherein the at least one criterion comprises at least one criterion selected from the group of criteria consisting of: the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the advertising message is to be sent, a business density of the service user sponsoring the advertising message, campaign limitations of an advertisement campaign, and combinations thereof.

19. (Original) The method of claim 17, further comprising obtaining user information about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of mobile terminals that is to be sent an advertising message comprises specifying a type of user to whom the advertising message should be provided in accordance with the obtained user information.

20. (Original) The method of claim 17, wherein the advertising message comprises an electronic coupon.

21. (Previously Presented) A system comprising:

an apparatus configured to select at least two of a plurality of mobile terminals using at least one criterion and the location of said mobile terminals relative to a specific location of interest;

a database configured to maintain information of the at least two of a plurality of mobile terminal users matching the at least one criterion;

an advertisement server configured to create an advertising message to be distributed to the selected at least two of a plurality of mobile terminals, the advertising message including a promotional offer dynamically generated based on a number of mobile terminals selected using the at least one criterion to receive the advertising message; and

a dynamic pricing application configured to define a monetary value of the advertising message including the promotional offer based on the number of the at least two of mobile terminal users matching the at least one criterion.

22. (Currently Amended) The system of claim 21, wherein the at least ~~two~~ one criterion comprises at least one criterion selected from the group consisting of: the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the advertising message is to be sent, a business density of the service user sponsoring the advertising message, campaign limitations of an advertisement campaign, and combinations thereof.

23. (Previously Presented) The system of claim 21, further comprising an apparatus configured to obtain user information about the mobile terminal users, and wherein the apparatus configured to select the at least one of a plurality of mobile terminals that is to be sent the advertising is configured to specify a type of user to whom the advertising message should be provided in accordance with the obtained user information.

24. (Original) The system of claim 21, wherein the advertising message comprises an electronic coupon.

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Cancelled)

30. (Cancelled)

31. (Cancelled)

32. (Cancelled)

33. (Cancelled)

34. (Cancelled)

35. (New) A computer-readable medium comprising computer-executable instructions, that when executed, perform the method of:

- maintaining user profile information about a plurality of mobile terminal users;
- creating an advertising message to be sent to mobile terminals of selected mobile terminal users of the plurality of mobile terminal users located within a vicinity of a specific location of interest, the advertising message including advertising content relating to at least one defined criterion and including a dynamically generated promotional offer regarding the advertising content, wherein the dynamically generated promotion offer is based on a number of the selected mobile terminal users currently within the vicinity of the specific location of interest;

- selecting at least two of the plurality of mobile terminal users, wherein the at least two selected mobile terminal users matching the at least one defined criterion with the maintained user profile information of the plurality of mobile terminal users and wherein the mobile terminals of the at least two selected mobile terminal users are located within a vicinity of a specific location of interest;

- defining a monetary value for the dynamically generated promotional offer of the advertising message based on the number of the mobile terminal users selected; and

- distributing the dynamically generated promotional offer of the advertising message to the mobile terminals of the selected mobile terminal users.